

1º Moto Network Pedra Branca

DATE: Sunday, October 19, 2025

LOCATION: Cidade Universitária Pedra Branca, Santa Catarina, BR

Event Description

1º Moto Network Pedra Branca is a premier community event in Cidade Universitária Pedra Branca. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: community

Importance Rank: 31/100

Expected Attendance: 118 people

Event ID: DQBUL3mERuNjnvJ6KU

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 47 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/1-moto-network-pedra-branca>

Document generated on 6/4/2026, 1:51:52 AM